

CASE NO.: STL9-2000-0037-US1

Serial No.: 09/922,201

April 14, 2004

Page 2

PATENT

Filed: August 2, 2001

1. (currently amended) A computer-implemented method for selectively displaying Internet advertisements, comprising the acts of:

allowing a user to define advertisement attributes, at least one attribute that can be defined by the user being advertisement type; and

displaying advertisements at least partially based on the user defined attributes.

2. (original) The method of Claim 1, further comprising the act of:

allowing the user to create an advertisement window in which advertisements are displayed.

3. (original) The method of Claim 1, further comprising the act of:

displaying a menu of user definable attributes.

4. (original) The method of Claim 3, further comprising the act of:

allowing the user to establish the values of the user definable attributes.

5. (currently amended) The method of Claim 3, wherein the user definable attributes include at least one of: ~~advertisement type~~, city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only, or wholesale only.

6. (original) The method of Claim 1, further comprising the act of:

displaying a menu of advertisement channels.

1176-S.AMD

CASE NO.: STL9-2000-0037-US1  
Serial No.: 09/922,201  
April 14, 2004  
Page 3

PATENT  
Filed: August 2, 2001

7. (original) The method of Claim 6, further comprising the act of:  
allowing a user to choose at least one advertisement channel.
8. (original) The method of Claim 7, further comprising the act of:  
displaying at least one advertisement corresponding to a user selected advertisement channel.
9. (original) The method of Claim 7, wherein the menu of advertisement channels includes at least one of: a travel channel, a food channel, an automotive channel, a clothing channel, a music channel, a movie channel, an antiques channel, a hardware channel, a sporting goods channel, a housewares channel, or an art supplies channel.
10. (original) The method of Claim 1, wherein the advertisements are displayed at a device that receives Internet content and television broadcast content.
11. (currently amended) A system for selectively displaying Internet advertisements, comprising:  
at least one server;  
at least one database connected to the server, the database storing plural Internet advertisements; and  
at least one user computer connected to the server via an Internet connection, the server transmitting plural Internet advertisements to the user computer, the user computer including a

1170-3.AMD

CASE NO.: STL9-2000-0037-US1  
Serial No.: 09/922,201  
April 14, 2004  
Page 4

PATENT  
Filed: August 2, 2001

program for allowing a user of the user computer to determine a type of advertisement to display~~selectively displaying Internet advertisements.~~

12. (original) The system of Claim 11, wherein the program comprises:  
logic means for allowing a user to define attributes; and  
logic means for displaying advertisements at least partially based on the user defined attributes.
13. (original) The system of Claim 11, wherein the program further comprises:  
logic means for displaying a menu of user definable advertisement attributes.
14. (original) The system of Claim 13, wherein the program further comprises:  
logic means for allowing the user to establish the values of the user definable advertisement attributes.
15. (currently amended) The system of Claim 13, wherein the user definable attributes include:  
~~advertisement type~~, city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only,  
or wholesale only.
16. (original) The system of Claim 11, wherein the program further comprises:  
logic means for displaying a menu of advertisement channels.

1176-S.AMD

CASE NO.: STL9-2000-0037-US1

Serial No.: 09/922,201

April 14, 2004

Page 5

PATENT

Filed: August 2, 2001

17. (original) The system of Claim 16, wherein the program further comprises:  
logic means for allowing a user to choose at least one advertisement channel.

18. (original) The system of Claim 17, wherein the program further comprises:  
logic means for displaying at least one advertisement corresponding to a user selected advertisement channel.

19. (original) The system of Claim 16, wherein the menu of advertisement channels includes at least one of: a travel channel, a food channel, an automotive channel, a clothing channel, a music channel, a movie channel, an antiques channel, a hardware channel, a sporting goods channel, a housewares channel, or an art supplies channel.

20. (original) The system of Claim 11, wherein the program further comprises:  
logic means for allowing the user to create an advertisement window in which advertisements are displayed.

21. (original) The system of Claim 11, further comprising:  
at least one television connected to the server via an Internet connection, the server transmitting plural Internet advertisements to the television, the television including a program for selectively displaying Internet advertisements.

1176-S.AMD

CASE NO.: STL9-2000-0037-US1  
Serial No.: 09/922,201  
April 14, 2004  
Page 6

PATENT  
Filed: August 2, 2001

22. (currently amended) A computer program device, comprising:  
a computer readable means having logic means for selectively displaying Internet advertisements, comprising:  
logic means for allowing a user to define advertising attributes; and  
logic means for displaying advertisements at least partially based on the user defined attributes.

23. (original) The program device of Claim 22, wherein the computer readable means further comprises:  
logic means for displaying a menu of user definable attributes.

24. (original) The program device of Claim 23, wherein the computer readable means further comprises:  
logic means for allowing the user to establish the values of the user definable attributes.

25. (original) The program device of Claim 23, wherein the user definable attributes include:  
advertisement type, city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only, or wholesale only.

26. (original) The program device of Claim 22, wherein the computer readable means further comprises:

1176-S.AMD

CASE NO.: STL9-2000-0037-US1  
Serial No.: 09/922,201  
April 14, 2004  
Page 7

PATENT  
Filed: August 2, 2001

logic means for displaying a menu of advertisement channels.

27. (original) The program device of Claim 26, wherein the computer readable means further comprises:

logic means for allowing a user to choose at least one advertisement channel.

28. (original) The program device of Claim 27, wherein the computer readable means further comprises:

logic means for displaying at least one advertisement corresponding to a user selected advertisement channel.

29. (original) The program device of Claim 26, wherein the menu of advertisement channels includes at least one of: a travel channel, a food channel, an automotive channel, a clothing channel, a music channel, a movie channel, an antiques channel, a hardware channel, a sporting goods channel, a housewares channel, or an art supplies channel.

30. (currently amended) A computer-implemented method for viewing advertisements on a computer system, comprising the acts of:

selecting at least one attribute in an advertising window for displaying advertisements; and

viewing in the advertising window at least one of a series of advertisements corresponding to a selected attribute, wherein each advertisement within the series embodies the selected attribute.

1176-S.AMD

CASE NO.: STL9-2000-0037-US1  
Serial No.: 09/922,201  
April 14, 2004  
Page 8

PATENT  
Filed: August 2, 2001

31. (original) The method of Claim 30, wherein the attribute is selected from the group consisting of: advertisement type, city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only, wholesale only, and advertisement channel.

1176-3.AMD